

1988 CURRENTS Index

Authors

- Alexander, Anne S., "Understanding the Philanthropic Partnership: Corporations don't give just to support a university; they give so the university can further philanthropic goals" (corporate support). March 1988, p. 12.
- Argenti, Paul A., "Professional Interest: Set the stage for a school communications program with the basics of PR and human relations" (media relations, professional schools, public relations plans). June 1988, p. 42.
- Arnold, Douglas, "Desperately Seeking Savvy: How to find the right advertising agency for your institution" (advertising). July/August 1988, p. 22.
- Atteberry, Mary Wade, "History in the Making: The Big 10 alumni associations united scholars, alumni, and the public to celebrate a historic bicentennial" (alumni programs, alumni continuing education). January 1988, p. 30.
- Barden, Dennis M., "Two for the Money: Make the dean your partner in fund raising" (dean's role, professional schools). June 1988, p. 22.
- Barre, Nancy, "Natural Resources: Your alumni can become one of your most valuable tools for recruiting students" (volunteers: student recruitment, volunteers: alumni). July/August 1988, p. 34.
- Bavolack, Christopher, "Friends for Life: The pros and cons of life membership" (alumni dues programs). November/December 1988, p. 38.
- Bavolack, Christopher, "Members Only? Nine questions to ask yourself before you start an alumni dues program" (alumni dues). November/December 1988, p. 36.
- Bennett, Joseph L., "The Best Defense: How five campuses are using education to battle AIDS" (crisis planning, media relations). July/August 1988, p. 48.
- Berkowitz, Emily S., and Grant, Andrew J., "Knowledge Is Power: Learn about prospective donors before you write your proposals" (proposals, prospect research). October 1988, p. 6.
- Blaney, Jack P., "Knowing Our Place: A prescription to help fund raisers know—and show—how they fit into the institution" (advancement and education). January 1988, p. 18.
- Bliwise, Robert J., "Detente with Development: Editors can give fund raisers the support they seek by listening, defending, and innovating" (fund-raising support). November/December 1988, p. 48.
- Bok, Derek, "Responding to the Calls for Reform: Partnership, not PR, is the way to help the public while recapturing its respect" (advancement and education, public understanding). April 1988, p. 10.
- Borton, Georgina L.; Duronio, Margaret A.; and Loessin, Bruce A., "Questioning the Conventional Wisdom: Do the rich get richer? Sometimes—but it's risky to judge your fund-raising results by theirs" (cost of fund raising, comparative results). September 1988, p. 32.
- Breneman, David W., "A Pleasant Surprise: The trials and triumphs of a researcher turned college president" (president's role). June 1988, p. 80.
- Burdette, Melinda J., "Choose Your Partnership: A sampling of campus-corporate pairings" (corporate support). March 1988, p. 18.
- Carbone, Robert F., "A Professional Outlook: A researcher concludes that fund raisers need to think more seriously about professionalism" (professionalism). February 1988, p. 64.
- Carley, David, "Enter the Entrepreneur: How institutions can engage in large-scale business development" (entrepreneurial activities). March 1988, p. 26.
- Carman, Bernard R., "Putting Yourself to the Test: How one college used a computer database to evaluate its public relations results" (evaluation, media relations, computers/word processing). September 1988, p. 48.
- Carter, Lindy Keane, "A Case of AIDS: When AIDS hits a campus, a PR director has to answer to everyone" (crisis planning, media relations). July/August 1988, p. 42.
- Carter, Lindy Keane, "Diamond Jubilee: Advancement's founding field looks back on 75 eventful years" (alumni administration: history and importance). February 1988, p. 16.
- Carter, Lindy Keane, "Minority Interest: Brown University meets the needs of minority alumni with a program they can call their own" (minority alumni). April 1988, p. 46.
- Cook, Constance Ewing, "A Guide to Grants: Sources of federal funds for institutional improvement" (grants, federal grants). May 1988, p. 38.
- Crowder, N. David, "The Varnished Truth: This printing technique works as a design tool, too" (design production). March 1988, p. 34.
- Davis, Bronson C., "Ten Questions Every Dean Should Ask" (dean's role, professional schools). June 1988, p. 28.
- DeFazio, Frank A., "Commercial Appeal: How advertising can help your institution meet its goals" (advertising). July/August 1988, p. 16.
- Denbow, Terry, "Use It or Lose It: In PR, active use of clout breeds its own success" (effectiveness). November/December 1988, p. 80.
- Dieter-Hale, Tamara, "Visitation Rites: Carnegie Mellon University learned a lot about its alumni—and about itself—when it hired its current students to visit former students" (surveys: alumni, students). September 1988, p. 42.
- Donham, Lynn, and Gleason, Janis D., "The Fast-paced Alternative: Short lead time and timely content may make a tabloid format the right choice for your institution" (formats, tabloids). April 1988, p. 30.
- Doyle, Arthur T., "Meeting the Media: Before your next news conference, learn how to handle tough questions" (media relations). February 1988, p. 26.
- Durante, Angela, "Pilot or Passenger? Is your PR office leading your institution into the future or just going along for the ride?" (evaluation, effectiveness). November/December 1988, p. 30.
- Duronio, Margaret A.; Borton, Georgina L.; and Loessin, Bruce A., "Questioning the Conventional Wisdom: Do the rich get richer? Sometimes—but it's risky to judge your fund-raising results by theirs" (cost of fund raising, comparative results). September 1988, p. 32.
- Eisenberg, Ron Aaron, "An Action Agenda: CASE's public affairs program" (quality of education, cost/price of education, access to education, education's relationship to the economy, purposes of education). September 1988, p. 8.
- Fisher, Charles F., "Of Drive Gone By: Recharge your professional and personal life with these renewal strategies" (personal development). November/December 1988, p. 54.
- Forman, Robert G., "Diverse Goals, Common Problems: How America's changing population affects higher education—and offers new opportunities to alumni professionals" (management: alumni administration). July/August 1988, p. 8.
- Fyten, David, "Grin, Don't Gripe: Veteran news and periodicals professionals share advice on how to be nice to unpleasant people" (management). January 1988, p. 34.
- Gleason, Janis D., and Donham, Lynn, "The Fast-paced Alternative: Short lead time and timely content may make a tabloid format the right choice for your institution" (formats, tabloids). April 1988, p. 30.
- Goldberg, Debbie, "Never Too Young to Give" (senior gifts). April 1988, p. 8.
- Goldberg, Debbie, "The Young and the Generous: Do Baby Boom alumni deserve their reputation for stinginess?" (young alumni). April 1988, p. 6.
- Goldman, Robin, "Partners at Pomona: How advancement and academics work together at one liberal arts college" (advancement and education, institutional management). January 1988, p. 10.
- Goldman, Robin, "True to Format: When is a magazine not a magazine? When it's a tabloid, a newsletter, or a creative combination" (formats, magazines, newsletters, tabloids). April 1988, p. 16.
- Gori, Marsha Scott, "The Trend to Tabloid" (formats, tabloids). April 1988, p. 22.
- Gori, Marsha Scott, "Why Don't We Have a Magazine?" The format question has become academic, says one editor" (formats, magazines, tabloids). April 1988, p. 36.
- Grace, Judy Diane, "Good Sports? Three studies examine athletic fund-raising programs" (research review). July/August 1988, p. 59.
- Grace, Judy Diane, "A Question of Characteristics: Elements of successful fund-raising programs at two-year institutions" (two-year colleges). November/December 1988, p. 61.
- Grace, Judy Diane, "Seeking Success in the Small Shop: Three studies look at small-college fund raising" (research review).

- April 1988, p. 51.
- Grant, Andrew J., and Berkowitz, Emily S., "Knowledge Is Power: Learn about prospective donors before you write your proposals" (proposals, prospect research). October 1988, p. 6.
- Haire, John R., "Keep Up the Good Work: Let's thank the media for the \$562 million they've donated to the 'Give to the College of Your Choice' campaign" (public relations support). September 1988, p. 80.
- Hay, Tina M., "Specialty Treatment: A periodical can help your school reach alumni, students, donors—and even the public" (professional school periodicals). June 1988, p. 54.
- Jacobson, Harvey K., "An Assortment of Advice: Four books brim with new ideas on everything from managing a nonprofit to increasing association membership" (book review). May 1988, p. 50.
- Jacobson, Harvey K., "The Management Mentality: These books promote the power of productive thinking" (book review). January 1988, p. 45.
- Kennedy, Donald, "Alma Matters: Thanks to alumni work, we can build our institutions' futures on the strengths of the past" (alumni activities). February 1988, p. 14.
- Knight, Lucy, "Write on the Money: The basics of effective proposal writing, from content to structure to length" (proposals). October 1988, p. 10.
- LaSalle, Patricia Ann, "The Move to Magazine: If your staff can provide the substance, this format's got all the style you could want, campus editors say" (formats, magazines, content). April 1988, p. 20.
- Levine, Caryl, and Marshall, John F., "Start Your Campaign with Style: PR and development officers tell how they kicked off their capital campaigns" (special events, capital campaigns, fund-raising support). April 1988, p. 38.
- Lindsey, Lawrence B., "High Risks, High Rewards: An economist offers his ideas, heretical and otherwise, on how education can adapt to tomorrow's economy" (education's relation to the economy). November/December 1988, p. 10.
- Loessin, Bruce A.; Duronio, Margaret A.; and Borton, Georgina L., "Questioning the Conventional Wisdom: Do the rich get richer? Sometimes—but it's risky to judge your fund-raising results by theirs" (cost of fund raising, comparative results). September 1988, p. 32.
- Marshall, John F., and Levine, Caryl, "Start Your Campaign with Style: PR and development officers tell how they kicked off their capital campaigns" (special events, capital campaigns, fund-raising support). April 1988, p. 38.
- McLaughlin, Mary K., "Good Policy: Why and how to write a formal development policy" (gift policies). November/December 1988, p. 42.
- McNamee, Mike, "Behind the Great Tuition Debate: Today's economic and social conditions—not tuition inflation—are the true source of anxiety about college costs" (cost/price of education). October 1988, p. 24.
- McNamee, Mike, "Fishy Business: Your alumni association's nontraditional revenue might be tax bait" (IRS ruling, issues). March 1988, p. 40.
- McNamee, Mike, "The Taxman Cometh: The IRS and Congress are out to catch affinity credit cards in their UBIT net" (tax policy, credit cards). October 1988, p. 40.
- Melchiori, Gerlinda S., "Ranking Achievement: Use your alumni data to identify your best prospects" (prospect research). July/August 1988, p. 52.
- Michelsen, Jan, "At Odds Over Openness: Corporate and campus PR pros tell how they fight closed minds and mouths during a crisis" (crisis planning). October 1988, p. 36.
- Miles, Lorna, "Learn from Experience: By polling your admitted students, you can get feedback to boost yield next year" (yield strategies, market research). September 1988, p. 26.
- Miller, Jack, "Legacy of Learning: A useful book tells why—and how—to preserve alumni's intellectual link with their institution" (book review). March 1988, p. 53.

- Moore, R. Keith, "Positioning Your PR Office: Capture the elusive power of clout with these concrete steps" (effectiveness, president's role in PR, internal communications). November/December 1988, p. 16.
- Muller, Steven, "Marketing Imagination: Honesty, simplicity, specificity, and repetition are the hallmarks of a successful marketing program" (marketing, institutional mission, institutional image). May 1988, p. 6.
- Myers, Judy, "50 Ways to Increase Your Response Rate" (direct mail). May 1988, p. 26.
- Myers, Judy, "Two-part Harmony: Alumni and admissions offices learn how to play the same tune when they run alumni student recruitment programs together" (volunteers: student recruitment, volunteers: alumni). July/August 1988, p. 28.
- O'Rourke, Lil Breul, and Smith, Anne H., "User Friendly: How Syracuse University uses a computer to keep track of reunion registration" (reunions, computers/word processors). June 1988, p. 8.
- Peirce, Neal R., "A Public Trust: What colleges and universities can—and should—do for society" (value of education). June 1988, p. 8.
- Pokrass, Richard J., "Corporate Giving to Two-year Colleges: A study shows how companies give—and why" (corporate support). January 1988, p. 38.
- Quehl, Gary, "Making Change Work: CASE President Gary Quehl looks back on a year marked by achievement in professional services, institutional services, and public affairs" (CASE programs and services). November/December 1988, p. 6.
- Reilly, Charles J., "Advertising at Work: A Survey" (advertising). July/August 1988, p. 19.
- Rodgers, Joann, "Spread the Word about Science: An expert tells you why you should publicize basic research" (research communications). January 1988, p. 22.
- Roseth, Bob, "Why Crisis Plans Fail: Some situations—and people—resist good crisis management strategy" (crisis planning). March 1988, p. 72.
- Rosovsky, Henry, "No Chutzpah, No Glory: One dean's experience" (dean's role, donor solicitation). June 1988, p. 37.
- Rowland, A. Westley, "Legacy of Learning: A useful book tells why—and how—to preserve alumni's intellectual link with their institution" (book review). March 1988, p. 53.
- Royce, Lee, "Divide and Conquer: Segmentation can help you raise more money through direct mail" (direct mail). May 1988, p. 22.
- Ryan, G. Jeremiah, "Let's Do the Twist: It's about time four-year institutions looked to two-year colleges for ideas" (two-year colleges). January 1988, p. 72.
- Sayre, Shay, "How May I Help You? Give independent counselors what they need, and you may reach more prospective students" (counselors, marketing). February 1988, p. 42.
- Sellers, Jim, "Add Spark to Your Speeches: Start with well-organized material and ignite it with anecdotes, examples, and color" (speech writing, speech making). March 1988, p. 48.
- Sevier, Bob, "Media Call on Line 32: It could mean life, death—or more queries about the Styrofoam diet" (media relations). May 1988, p. 34.
- Sevier, Robert, "Hooked on You: Convince more admitted students to enroll with these creative yield strategies" (yield strategies, telephone techniques, direct mail, electronic media). September 1988, p. 20.
- Shorrock, John B., "Foreign Policy: How one university solicits corporate support inter-

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- nationally" (corporate support, foreign gifts). February 1988, p. 32.
- Smith, Anne H., and O'Rourke, Lil Breul, "User Friendly: How Syracuse University uses a computer to keep track of reunion registration" (reunions, computers/word processors). May 1988, p. 30.
- Smith, Hayden W., "Business Sense: An expert on corporate giving looks at the underpinnings of today's corporate-campus relationships" (corporate support). March 1988, p. 6.
- Snyder, Mary Ruth, "School Spirit: Work with deans to set up school-based alumni societies that help everyone" (constituent societies). June 1988, p. 48.
- Squires, Conrad, "Writing Better Letters: An expert cites specific ways to increase your dollar yield" (writing, direct mail). May 1988, p. 18.
- Stephany, Ron, "When More Means Less: The number of women in advancement is growing, but their salaries aren't" (women, salaries). May 1988, p. 64.
- Swearer, Howard R., "A More Perfect Union: Brown University's president tells why it's vital to link advancement to the institution's intellectual life" (advancement and education). January 1988, p. 8.
- Taylor, Karla, "To Get Clout, Get Results: A PR pro tells what you really need to win friends and influence people—off campus and on" (PR plans, evaluation, effectiveness, persuasion). November/December 1988, p. 24.
- Thieblot, Bernice A., "Rating Your Readability: New methods make measuring easier, but you still have to know how to write" (writing, readability). February 1988, p. 38.
- Van Deun, Bryan, "Give Yourself a Checkup: By doing an audit, you can get the early diagnosis on your alumni association" (evaluation). October 1988, p. 33.
- Walters, Philip R., "Popping the Question: The successful fund-raising visit" (donor solicitation). June 1988, p. 34.
- Wilcox, Dennis L., "How Do You Rate? Evaluate your PR office's efforts with techniques that show real results" (evaluation, media relations). September 1988, p. 46.
- Worth, Michael J., "Government 101: Three books tell how higher education can deal with state legislatures, Congress, and tax reform" (book review). September 1988, p. 55.
- Zimmer, Phil, "Open to the Public: Academic conferences can bring media attention to your campus" (media relations). March 1988, p. 44.
- your alumni association" (evaluation). Bryan Van Deun, October 1988, p. 33.

tration: history and importance). February 1988, p. 22.

Fund Raising

- "Business Sense: An expert on corporate giving looks at the underpinnings of today's corporate-campus relationships" (corporate support). Hayden W. Smith, March 1988, p. 6.
- "Choose Your Partnership: A sampling of campus-corporate pairings" (corporate support). Melinda J. Burdette, March 1988, p. 18.
- "Corporate Giving to Two-year Colleges: A study shows how companies give—and why" (corporate support). Richard J. Pokrass, January 1988, p. 38.
- "The Dean's List" (dean's role, professional schools). June 1988, p. 16.
- "Divide and Conquer: Segmentation can help you raise more money through direct mail" (direct mail). Lee Royce, May 1988, p. 22.
- "Enter the Entrepreneur: How institutions can engage in large-scale business development" (entrepreneurial activities). David Carley, March 1988, p. 26.
- "50 Ways to Increase Your Response Rate" (direct mail). Judy Myers, May 1988, p. 26.
- "Foreign Policy: How one university solicits corporate support internationally" (corporate support, foreign gifts). John B. Shorrock, February 1988, p. 32.
- "Good Policy: Why and how to write a formal development policy" (gift policies). Mary K. McLaughlin, November/December 1988, p. 42.
- "A Guide to Grants: Sources of federal funds for institutional improvement" (grants). Constance Ewing Cook, May 1988, p. 38.
- "Keep Up the Good Work: Let's thank the media for the \$562 million they've donated to the 'Give to the College of Your Choice' campaign" (public relations support). John R. Haire, September 1988, p. 80.
- "Knowing Our Place: A prescription to help

Alumni Administration

- "Alma Matters: Thanks to alumni work, we can build our institutions' futures on the strengths of the past" (alumni activities). Donald Kennedy, February 1988, p. 14.
- "Diamond Jubilee: Advancement's founding field looks back on 75 eventful years" (alumni administration: history and importance). Lindy Keane Carter, February 1988, p. 16.
- "Diverse Goals, Common Problems: How America's changing population affects higher education—and offers new opportunities to alumni professionals" (management: alumni administration). Robert G. Forman, July/August 1988, p. 8.
- "Fishy Business: Your alumni association's nontraditional revenue might be tax bait" (IRS ruling, issues). Mike McNamee, March 1988, p. 40.
- "Friends for Life: The pros and cons of life membership" (alumni dues programs). Christopher Bavolack, November/December 1988, p. 38.
- "Give Yourself a Checkup: By doing an audit, you can get the early diagnosis on



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- fund raisers know—and show—how they fit into the institution" (advancement and education). Jack P. Blancy, January 1988, p. 18.
- "Knowledge Is Power: Learn about prospective donors before you write your proposals" (proposals, prospect research). Andrew J. Grant and Emily S. Berkowitz, October 1988, p. 6.
- "Never Too Young to Give" (senior gifts). Debbie Goldberg, April 1988, p. 8.
- "No Chutzpah, No Glory: One dean's experience" (dean's role, donor solicitation). Henry Rosovsky, June 1988, p. 37.
- "On Target: The anatomy of an effective direct mail appeal" (direct mail). May 1988, p. 14.
- "A Pleasant Surprise: The trials and triumphs of a researcher turned college president" (president's role). David W. Breneman, June 1988, p. 80.
- "Popping the Question: The successful fund-raising visit" (donor solicitation). Philip R. Walters, June 1988, p. 34.
- "The Problem Proposal: CASE members tell how they'd handle three predicaments the textbooks don't cover" (proposals). October 1988, p. 18.
- "A Professional Outlook: A researcher concludes that fund raisers need to think more seriously about professionalism" (professionalism). Robert F. Carbone, February 1988, p. 64.
- "A Question of Characteristics: Elements of successful fund-raising programs at two-year institutions" (two-year colleges). Judy Diane Grace, November/December 1988, p. 61.
- "Questioning the Conventional Wisdom: Do the rich get richer? Sometimes—but it's risky to judge your fund-raising results by theirs" (cost of fund raising, comparative results). Bruce A. Loewin, Margaret A. Duronio, and Georgina L. Borton, September 1988, p. 32.
- "Ranking Achievement: Use your alumni data to identify your best prospects" (prospect research). Gerlinda S. Melchiori, July/August 1988, p. 52.
- "Start Your Campaign with Style: PR and development officers tell how they kicked off their capital campaigns" (special events, capital campaigns). Caryl Levine and John F. Marshall, April 1988, p. 38.
- "Ten Questions Every Dean Should Ask" (dean's role, professional schools). Bronson C. Davis, June 1988, p. 28.
- "Tricks of the Trades: Special problems—and solutions—for specialized fund raising" (professional schools). June 1988, p. 38.
- "Two for the Money: Make the dean your partner in fund raising" (dean's role, professional schools). Dennis M. Barden, June 1988, p. 22.
- "Understanding the Philanthropic Partnership: Corporations don't give just to support a university; they give so the university can further philanthropic goals" (corporate support). Anne S. Alexander, March 1988, p. 12.
- "Write on the Money: The basics of effective proposal writing, from content to structure to length" (proposals). Lucy Knight, October 1988, p. 10.
- "Writing Better Letters: An expert cites specific ways to increase your dollar yield" (direct mail). Conrad Squires, May 1988, p. 18.
- "The Young and the Generous: Do Baby Boom alumni deserve their reputation for stinginess?" (young alumni). Debbie Goldberg, April 1988, p. 6.

General

- "Bringing Change to Life: CASE's president

- and board chair talk about the new mission, improvements in service, and their hopes for CASE's future" (CASE programs and activities). February 1988, p. 6.
- "Knowing Our Place: A prescription to help fund raisers know—and show—how they fit into the institution" (advancement and education). Jack P. Blancy, January 1988, p. 18.
- "Making Change Work: CASE President Gary Quehl looks back on a year marked by achievement in professional services, institutional services, and public affairs" (CASE programs and services). Gary Quehl, November/December 1988, p. 6.
- "The Management Mentality: These books promote the power of productive thinking" (book review). Harvey K. Jacobson, January 1988, p. 45.
- "A More Perfect Union: Brown University's president tells why it's vital to link advancement to the institution's intellectual life" (advancement and education). Howard R. Swearer, January 1988, p. 8.
- "Partners at Pomona: How advancement and academics work together at one liberal arts college" (advancement and education). Robin Goldman, January 1988, p. 10.
- "A Public Trust: What colleges and universities can—and should—do for society" (value of education). Neal R. Peirce, June 1988, p. 8.
- "Recognition 1988" (CASE Recognition program). October 1988, p. 44.
- "Responding to the Calls for Reform: Partnership, not PR, is the way to help the public while recapturing its respect" (advancement and education). Derek Bok, April 1988, p. 10.

Book Reviews

- Alumni Continuing Education*, Steven L. Calvert, March 1988, p. 53 (reviewed by Jack Miller).
- Asking Questions: A Practical Guide to Questionnaire Design*, Seymour Sudman and Norman M. Bradburn, January 1988, p. 46 (reviewed by Harvey K. Jacobson).
- Choosing Quality: Reducing Conflict Between the State and the University*, Frank Newman, September 1988, p. 55 (reviewed by Michael J. Worth).
- The Client Perspective on Evaluation*, Jeri Nowakowski, May 1988, p. 51 (reviewed by Harvey K. Jacobson).
- Educating the Reflective Practitioner*, Donald A. Schon, January 1988, p. 45 (reviewed by Harvey K. Jacobson).
- Enhancing the Management of Fund Raising*, John A. Dunn, Jr., January 1988, p. 46 (reviewed by Harvey K. Jacobson).
- Financing Higher Education: Strategies After Tax Reform*, Richard E. Anderson and Joel W. Myerson, September 1988, p. 56 (reviewed by Michael J. Worth).
- Managing for Profit in the Nonprofit World*, Paul B. Firstenberg, May 1988, p. 50 (reviewed by Harvey K. Jacobson).
- The Membership Mystique: How to Create Income and Influence with Membership Programs*, Richard P. Trenbeth, May 1988, p. 51 (reviewed by Harvey K. Jacobson).
- The Nonprofit Sector: A Research Handbook*, Walter W. Powell, May 1988, p. 50 (reviewed by Harvey K. Jacobson).
- The Politics of Education: Conflict and Consensus on Capitol Hill*, John Brademas, September 1988, p. 55 (reviewed by Michael J. Worth).
- Professionalizing the Organization*, Guy Benveniste, January 1988, p. 45 (reviewed by Harvey K. Jacobson).
- Talking Back to the Media*, Peter Hannaford, March 1988, p. 53 (reviewed by A. Westley Rowland).

Research Reviews

- A Descriptive Profile of the Fund-raising Programs in NCAA Division I-A*, Alex Christopher Isherwood, July/August 1988, p. 59. (This and all other research reviews by Judy Diane Grace.)
- The Development of a Survey Instrument to Profile Donors to Athletics*, Veronica A. Hammersmith, July/August 1988, p. 59.
- Educational Fund Raising in Church-affiliated Colleges: A Predictive and Prescriptive Model*, Joseph Oral Dean, Jr., April 1988, p. 51.
- Fund Raising in Small Colleges: Strategies for Success*, Mary Glennon, April 1988, p. 51.
- Fund Raising from Private Sources in Public Community Colleges Using Not-for-profit Foundation Boards*, Carolyn Brindle Hunter, November/December 1988, p. 61.
- Guidelines for the Evaluation of Fund Raising at Private Postsecondary Institutions*, Milton E. Jordan, April 1988, p. 51.
- Intercollegiate Football Success and Institutional Private Support: A National Study of 81 Public Universities, 1965-1979*, Robert Edwin Frederick, July/August 1988, p. 59.
- Personality Traits of Effective Resource Development Officers in Two-year Colleges*, Raymond Taylor, November/December 1988, p. 61.
- The Relationship of Selected Institutional and Personal Characteristics to the Marketing Attitude of Community College Faculty*, H. Minnie King Dunbar, November/December 1988, p. 61.

Government Relations

- "A Guide to Grants: Sources of federal funds for institutional improvement" (federal grants). Constance Ewing Cook, May 1988, p. 38.
- "The Taxman Cometh: The IRS and Congress are out to catch affinity credit cards in their UBIT net" (tax policy). Mike McNamee, October 1988, p. 40.
- "Who'll It Be? To help you decide, here's a look at the candidates' views on education" (federal relations). September 1988, p. 50.

Institutional Relations

- "Add Spark to Your Speeches: Start with well-organized material and ignite it with anecdotes, examples, and color" (speech writing, speech making). Jim Sellers, March 1988, p. 48.
- "Advertising at Work: A Survey" (advertising). Charles J. Reilly, July/August 1988, p. 19.
- "At Odds over Openness: Corporate and campus PR pros tell how they fight closed minds and mouths during a crisis" (crisis planning). Jan Michelsen, October 1988, p. 36.
- "The Best Defense: How five campuses are using education to battle AIDS" (crisis planning, media relations). Joseph L. Bennett, July/August 1988, p. 48.
- "A Case of AIDS: When AIDS hits a campus, a PR director has to answer to everyone" (crisis planning, media relations). Lindy Keane Carter, July/August 1988, p. 42.
- "Commercial Appeal: How advertising can help your institution meet its goals" (advertising). Frank A. DeFazio, July/August 1988, p. 16.
- "Desperately Seeking Savvy: How to find the right advertising agency for your institution" (advertising). Douglas Arnold, July/August 1988, p. 22.
- "Grin, Don't Gripe: Veteran news and peri-

edicals professionals share advice on how to be nice to unpleasant people" (management). David Fyten, January 1988, p. 34.

"How Do You Rate? Evaluate your PR office's efforts with techniques that show real results" (evaluation, media relations). Dennis L. Wilcox, September 1988, p. 46.

"Marketing Imagination: Honesty, simplicity, specificity, and repetition are the hallmarks of a successful marketing program" (institutional image). Steven Muller, May 1988, p. 6.

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"Detente with Development: Editors can give fund raisers the support they seek by listening, defending, and innovating" (fund-raising support). Robert J. Bliwise, November/December 1988, p. 48.

"The Fast-paced Alternative: Short lead time and timely content may make a tabloid format the right choice for your institution" (formats, tabloids). Janis D. Gleason and Lynn Donham, April 1988, p. 30.

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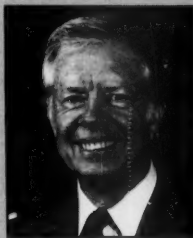
"The Move to Magazine: If your staff can provide the substance, this format's got all the style you could want, campus editors say" (formats, magazines, content). Patricia Ann LaSalle, April 1988, p. 20.

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Goldman, April 1988, p. 16.
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"An Action Agenda: CASE's public affairs program" (quality of education, cost/price of education, access to education, education's relationship to the economy, purposes of education). Ron Aaron Eisenberg, September 1988, p. 8.
"Behind the Great Tuition Debate: Today's economic and social conditions—not tuition inflation—are the true source of anxiety about college costs" (cost/price of education). Mike McNamee, October 1988, p. 24.
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on Higher Education and the Public Interest" (quality of education, cost/price of education, access to education, education's relationship to the economy, purposes of education). September 1988, p. 10.

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"Hooked on You: Convince more admitted students to enroll with these creative yield strategies" (yield strategies, telephone

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